

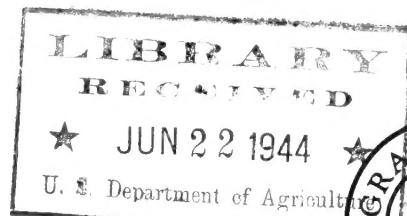
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U.S. Department of Agriculture.
Bureau of Plant Industry.
Fruit & Vegetable Crops & Diseases.
Washington, D.C.

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HARROLD'S - REVIEW

June 10, 1944.

Vol. 3, No. 2.

HARROLD'S PANSY GARDENS & GREENHOUSES

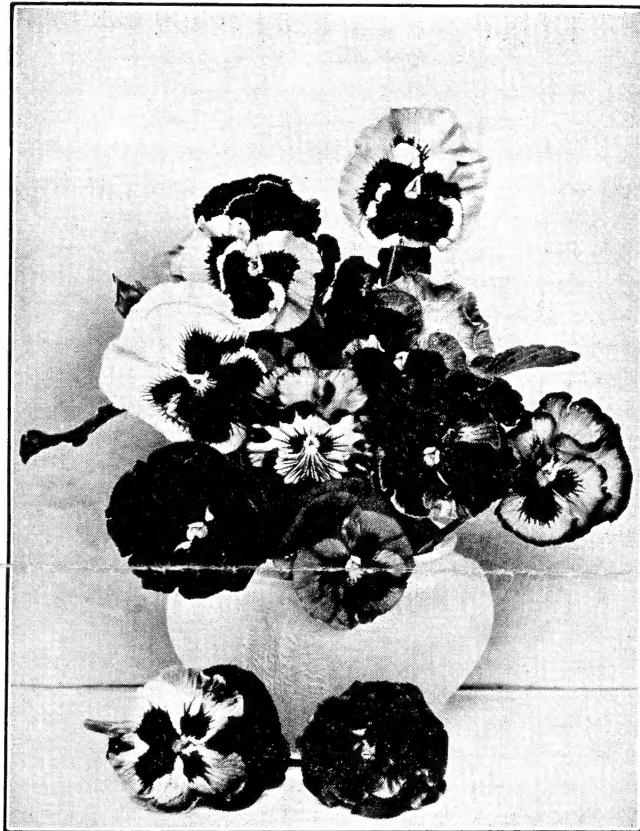
P. O. BOX 29 — GRANTS PASS, OREGON.

OUR FORTY-SECOND YEAR

Having two years experience since the adoption of this form of trade list we are making improvements in its format in an effort to make it more useful to you. For the duration we shall issue only this series of folders scattered over the active seasons of the year. A copy of each edition will be mailed to all customers of record, as well as all tradesmen who have requested them in the past two years, as each issue is printed.

As in the past, it will be our endeavor to offer in each issue the group of stock that is of immediate interest but it should be remembered that most seed items are available throughout the year. For that reason we suggest that you keep a complete file of these folders as by so doing you will have a complete catalogue of our stock at all times. In the event that copies become lost another can always be obtained on request.

In regard to prices, we hope to maintain these as stable as market conditions permit and will try and keep these current in each list. In all cases, of course, the quotation on any group of stock given in the latest published issue will apply - subject to unforeseen market changes, taxes or government regulations which force a change in price. In such case these prices are subject to change without notice according to usual trade practice.



This group picture shows specimens of our Harrold's Pedigreed Strain Pansies. They are outstanding for their size and colorful markings. Bowl in this picture is eight inches in diameter. Compare flower size.

Copyright 1934

FREE AIR MAIL SERVICE — SEEDS ONLY

Orders arriving by Air Mail accompanied by full remittance and amounting to \$8.00 or more in seeds listing at \$5.00 or more per ounce will be returned to you by Air Mail without ANY EXTRA CHARGE. For this service order MUST arrive by Air Mail and fulfill the minimum as to price of seeds and amount of order. In the event you want this service on cheaper seeds or smaller orders remit 10 cents per ounce or fraction net in seeds ordered. This offer does not apply on short distance or where order would arrive as quickly by regular mail; as for example it would be in transit over the week end with no gain in delivery time.

Buy SAFely

Now more than ever before the reputation back of seeds purchased for professional planting is of utmost importance; not only because of the necessity of making every bit of effort productive but also because in these changing times strains and supply sources are changing to the end that very often varieties supplied today under a given trade name may be quite different to those you have received in the past. This may be particularly true where your source is a dealer buying seeds in the open competitive market and who has no breeding or production experience or facilities. This situation often exists in the case of Pansies and Violas because of the general dependency of the dealer trade on seeds imported from European sources now shut off by the war.

Here at Harrold's we have been specializing in Pansies for forty-two years. We've always believed in the superiority of and promoted the **American bred and grown varieties**. A vast majority of these seeds we have bred and grown ourselves. Where this was not possible we have obtained the varieties which we did not grow from other reliable American sources. Today our seed is virtually the same as that sent out before the war with improvement through added breeding work. There is **NO** other source of professional quality seed that is more identical to pre-war standards than **Harrold's Pedigreed Strain Seed**. This applies to **ALL** seeds we offer with hardly an exception.

As in pre-war days all varieties offered are **SPECIALIST GROWN**. Where we don't actually grow a variety - and except for Pansies, Violas and Snaps there are many we do not grow - we obtain this stock from outstanding specialists of proven integrity and experience; specialists who are as experienced in these varieties as we are in Pansies.

As in pre-war days we keep as close a check on the quality of the seeds received from them as on our own cultures. Constant germination tests are made and **EVERY PACKET** sent out bears our regular serial number enabling us to identify the contents of each packet leaving our warehouse. In addition we grow most of these varieties commercially in our own establishment and make use of this operation to keep a constant growing check on this material under actual production conditions. These combined safeguards contribute to the high regard which **Harrold's Pedigreed Strain** stock holds with hundreds of tradesmen and they can mean equally as much to you. We shall look forward to serving you this season.

Harrold's Pedigreed Strain

Pansy Seeds

For many years the name **HARROLD'S** on Pansies has meant the very finest that could be obtained or produced. It has given the grower and fancier the assurance that **NO** effort had been spared in producing strains that were carefully bred under the most expert care; that advantage had been taken of the most advanced growing methods and above all that good germination had been cured into the seeds by the **EXCLUSIVE HARROLD METHOD** of harvesting, curing and cleaning. That in addition to this, quality was further assured right down to the day of shipment through germination testing and a system of numbered packets affording the closest control until the seeds are sent out to you. It has assured a system of grading seeds to a size standard eliminating under weight and poorly developed seeds which add to the weight but are doubtful as to fertility. Many weak plants are thus eliminated and this processing is the basis of the thrifty character of the Harrold's **Pedigreed Strain Originations**. **No other breeder and grower affords you this combination safeguarding quality.**

In these times of changing costs and labor shortages (facts of which you are probably well aware) we are faced with a very serious problem. From the standpoint of technically experienced help we have been fortunate in that our staff has not been dangerously changed. However, costs of work-a-day help and overhead has increased and the question is whether to reduce our standard at the cost of quality in order to meet these unavoidable conditions. We have decided that the strict adherence to our policy of **Quality First** is better than to maintain 1943 prices at the cost of compromising quality. Therefore you will find that there have been some minor price adjustments made — only where necessary and just enough to cover actual advanced costs. By doing this we can stay on the highest quality standard that has made our stock so valuable. It is in your interest that this decision was made to continue **EVERY** safeguard of quality exercised in the past.

VARIETY DESCRIPTIONS OF Harrold - Originations

Following is a brief description of the PANSY varieties that have been originated and introduced by us during the past twenty years. Each variety is outstanding in its particular type and we do not believe that any superior variety is to be obtained in the market today. In breeding and developing this group of varieties it has always been our goal to see that they are NOT excelled..

HARROLD'S PEDIGREED NOVELTIES — These are a blend of new types and colors from our breeding department. Recommended where the unusual is wanted.

HARROLD'S PEDIGREED POT PANSIES — A short, compact growing type adapted to pot and porchbox growing. Flowers very large and colors excellent.

HARROLD'S PEDIGREED CUT-FLOWER PANSIES — We have two distinct types of these and depending on requirements of your market either selection has a definite field.

ORIGINAL STRAIN: This was our first type offered fourteen years ago. Growth is rather low but under glass the flowers are large and on stems 8 to 10 inches long. Color range is more varied and they are harder than —

TALL SELECTION: These grow taller; up to 4½ feet and stems are usually 10 to 16 inches long and quite stiff. Color range is the best we have found in any of the very tall strains and flower size is quite good under proper culture. The plants of this variety will freeze quite easily.

HARROLD'S AZURE GIANTS — THE FINEST intensely blue Pansy.

HARROLD'S GOLDEN GIANTS — Deep golden yellow with velvety blotch.

HARROLD'S RUBY GIANTS — Shades of red in the finest range. Very fine.

HARROLD'S PEDIGREED SWISS GIANTS — Our latest and the finest "Fancy" type Pansy. The ultimate in flower size and color range, on compact sturdy plants. Nearly all flowers have the large blotched center so characteristic of the fancy type of Pansy. Heavy substance and velvety texture.

HARROLD'S PEDIGREED GIANT ART-SHADES — A much improved strain of the variety Harrold's Pedigreed Giants. Better color range, flower size and plant habit. The finest "Exhibition" type with lively colors, small center blotch and usually two zones of contrasting color. Also many self colors and penciled markings. Our largest flowered sort having produced 5 inch bloom.

HARROLD'S PEDIGREED GIANTS — This outstanding "Exhibition" type was introduced by us in 1929 and has maintained its popularity through the years. Flowers are very large on compact, robust plants that produce a most varied range of bright colors. The flower markings are typically "Exhibition" type. A real bread and butter sort for the commercial Pansy grower.

HARROLD'S ALL-AMERICAN BEDDING MIXTURE — This is a blended mixture of which 80% is from ALL the Harrold variety originations and the balance of 20% is from the many other varieties which we grow or receive from other sources. This is a very useful, general purpose mixture and it is an outstanding value in the medium priced range. Giant flowers and very wide color range.

HARROLD'S IMPROVED SWISS — Where a fancy "Swiss" type is needed at a price this one is to be highly recommended. Not as good as our Harrold's Pedigreed Swiss Giants, of course, but it is not excelled by strains of this price usually offered as Swiss. It is unusually suited in color, size and habit to the demands of the American market.

HARROLD'S OREGON MIRACLE MIXED — Strictly a competitively priced strain containing a most varied selection of the really giant sorts. Color range is excellent and at the price we don't believe these can be equaled. We don't recommend these as competing with the more recently introduced and highly bred strains of course.

Prices - Now Shipping 1944 Crop

VARIETY	PER 500 seeds	1/16-oz.				
HARROLD'S PEDIGREED NOVELTIES	\$2.00	\$5.00				
HARROLD'S PEDIGREED POT PANSIES	1.50	4.00				
HARROLD'S PEDIGREED CUT FLOWER PANSIES						
Improved Tall Selection.	2.00	5.00				
Original Strain.	1.50	4.00				
VARIETY	PER 1,000 seeds	1/8-oz.	1/4-oz.	1/2-oz.	1-oz.	2-ozes.
HARROLD'S AZURE GIANTS.	\$1.00	\$2.00	\$3.75	\$7.25	\$.....	\$.....
HARROLD'S GOLDEN GIANTS.	1.00	2.00	3.75	7.25
HARROLD'S RUBY GIANTS.	1.00	2.00	3.75	7.25
HARROLD'S PEDIGREED SWISS GIANTS	1.00	2.25	4.25	8.25	16.00	28.00
HARROLD'S PEDIGREED GIANT ART SHADES.	1.00	2.25	4.25	8.25	16.00	28.00
HARROLD'S PEDIGREED GIANTS.	1.00	2.00	3.75	7.25	14.00	24.00
HARROLD'S ALL-AMERICAN BEDDING MIXTURE.	1.00	1.50	2.75	5.25	10.00	18.00
HARROLD'S IMPROVED SWISS.	1.00	1.40	2.50	4.75	9.00	16.00
HARROLD'S OREGON MIRACLE MIXED.	1.00	1.25	2.25	4.00	7.50	14.00

To obtain the pound price multiply the one ounce price by ten.

Four ounces of a variety will be supplied at the pound rate.

GENERAL DOMESTIC LIST OF STANDARD PANSY VARIETIES Mixtures

VARIETY	Per 1,000 seeds	1/8-oz.	1/4-oz.	1/2-oz.	1-oz.	2-ozes.
EARLY PANSY AMERICA:	A fine florist strain. Good size & color.	\$1.00	\$1.50	\$2.75	\$5.25	\$10.00
GENEVA GIANTS:	A select Swiss strain. Grown from imported seeds.	1.00	1.75	3.25	6.25	12.00
GIANTS OF CALIFORNIA:	A good mixture of all types and colors.	1.00	1.40	2.25	4.25	8.00
IMPROVED SWISS:	(Standard) A select bright colored strain.	.75	1.25	2.00	3.50	6.50
JUMBO MIXED:	(Steele) Harrold grown - first generation re-selected from originator's stock. Flower texture improved, color expanded plus size graded seeds.	1.00	1.75	3.25	6.25	12.00
MAPLE LEAF GIANTS:	A robust plant. Color range is better but flowers while large are flat and texture needs improving.	1.00	1.50	2.75	5.25	10.00
OREGON GIANTS:	Indefinite type being a mixture of both Fancy & Exhibition varieties. Good color and fair substance.	1.00	1.40	2.25	4.25	8.00
SUPER SWISS MIXED:	A select 5 blotted variety of Swiss.	1.00	1.75	3.00	5.75	11.00
TRIMARDEAU GIANTS:	An old time bedding favorite.	.60	1.00	1.50	2.75	5.00

To obtain the pound price multiply the ounce price by ten.
Four ounces of a variety will be supplied at the pound rate

Separate Colors

Separate Color Seeds Will Be Scarce The Early Part Of The Season

VARIETY	PER 1,000 seeds	1/8-oz.	1/4-oz.	1/2-oz.	1-oz.
CORONATION GOLD:	Fine large pure yellow	\$1.00	\$1.75	\$3.25	\$6.25
SWISS ALPENGLOW:	Dark red shades.	1.00	2.00	3.75	7.25
SWISS BERA:	Violet blue.	1.00	1.50	2.75	5.25
SWISS LAKE OF THUN:	Thuner Sea or Ullswater Blue. Very brilliant.	1.00	2.00	3.25	6.25
SWISS LUNA:	Sulphur yellow self.	1.00	1.50	2.75	5.25
SWISS RHEINGOLD:	Deep yellow with a velvety center blotch of brown or black.	1.00	2.00	3.25	6.25
SWISS PURE WHITE:	The best pure white and very popular.	1.00	2.00	3.25	6.25
BABY DELIGHT:	A very pleasing miniature Pansy. Plants are not more than 8" high and the flowers a little over an inch across. The color light blue with face.	1.00	1.40	2.25	4.25

Because of limited quantity available no pound price can be quoted now.

Pansy Culture

AMOUNT OF SEED NEEDED:— Pansy seeds average from 21,000 to 26,000 seeds per ounce. Germination tests will run from the middle seventies to the high nineties but due to unavoidable losses in the normal process of cultural germination you should plant an ounce of seeds for each 7,000 to 10,000 plants wanted. Quite frequently we have reports of 15,000 or more produced from an ounce of our seeds but it is not safe to count on so high a production.

GERMINATION PERIOD:— In July and August, conditions being reasonably good, germination will occur in 7 to 10 days. As weather becomes cooler the period will lengthen by 4 to 6 days. In the hot months percentage of plants produced by the same seeds will be less than during the cooler weather of the late weeks of the planting season and more attention will have to be exercised in the care given, especially in the matter of moisture. **COMPLETE** failure is easily possible with the best of seeds if they are allowed to become too dry between the time of planting and until germination has been completed.

TIME OF PLANTING:— For commercial plantings the grower usually starts in June with the Cut Flower and Pot varieties or for fall and winter blooming stock used in the milder sections of the country. Generally the heaviest plantings are made in July and August. Where weather stays moderate plantings may be made out doors as late as October 20th. with good results. Greenhouse plantings may be made in December, January and up to February 20th. to obtain fine young stock for April, May and June setting.

PLANTING:— Seed bed should be well prepared to a depth of 8 or 10 inches. See that bed is well watered before planting by watering for several days prior to sowing the seeds so as to store up as much moisture as possible in the soil. Seeds may be planted broadcast or in drills. For reasons of cultivation and ease of controlling moisture we plant in drills at the bottom of a miniature V shaped trench about an inch deep and 2 inches across the top. Planting in drills aids in cultivation after plants are up and this way of planting forms moisture reservoirs between the rows aiding in obtaining good germination in hot weather. Rows may be from 3 to 5 inches apart. Cover seeds LIGHTLY with pure granulated peat moss, peat moss and sandy loam or screened sandy loam. NEVER cover more than $\frac{1}{8}$ inch deep. DO NOT allow beds to become dry at any time during days of active germination. DO hold beds on the dry side after germination has taken place to avoid development of trouble with damping off. Beds will require protection from hot sun in the summer months until plants have their fourth leaves. Lath shading frames, burlap or similar material may be used.

TRANSPLANTING:— Pansies should be transplanted but once by the commercial grower. This means the plants are twice transplanted by the time the blooming bed is set and any more transplanting will reduce flower size and quality. You should NEVER transplant before the plant has at least six leaves; preferably 8 to 10. If plants are to be wintered in outdoor beds October and November transplanting is advised after the hot weather is passed and before severe freezing of the ground occurs. With light protection — evergreen boughs or shading frames; or such material as marsh hay or straw Pansies will winter in open beds at temperatures many degrees below zero. They will stand down to ten degrees above without any protection if transplanted fairly early.

SOIL:— Pansies may be successfully grown in ANY RICH garden soil that is WELL drained. They do best in a soil of good humus content and respond well to the liberal application of cow manure. A 4-12-4 commercial fertilizer will be satisfactory and blood meal or bone meal may be used properly with good results. An application of Ammonium Sulphate, one ounce per gallon of water will usually yield tonic effect in early spring but should not be applied too early or frost damage may result. Acidity should be pH 6 $\frac{1}{2}$ or Sudbury B.

VIOLAS OF VALUE

GEM VARIETIES

VARIETY	Per 1,000 seeds	$\frac{1}{8}$ -oz.	$\frac{1}{4}$ -oz.	$\frac{1}{2}$ -oz.	1-oz.
JERSEY GEM: Compact violet blue.	\$1.00	\$2.50	\$4.50	\$.....	\$.....
YELLOW GEM: Pure golden yellow.	1.00	2.50	4.50
WHITE GEM: Fine large white.	1.00	2.50	4.50
GEM VARIETIES MIXED:	1.00	2.25	4.25

VIOLA CORNUTA and HYBRIDA

VARIETY	Per 1,000 seeds	$\frac{1}{8}$ -oz.	$\frac{1}{4}$ -oz.	$\frac{1}{2}$ -oz.	1-oz.
APRICOT: Apricot yellow tinged orange.	\$.75	\$1.40	\$2.50	\$4.75	\$9.00
ARKWRIGHT RUBY: Ruby red.	1.00	1.50	2.75	5.25	10.00
BAZARE: NEW! Two upper petals are pure violet purple while the three lower ones are colored apricot. Very striking.	.75	1.40	2.50	4.75	9.00
BLUE PERFECTION: Large purple blue.	.50	1.00	1.50	2.75	5.00
CHANTREYLAND: Pure apricot.	.75	1.25	2.25	4.25	8.00
CHINESE BLUE: NEW! Fine soft blue.	1.00	1.50	2.75	5.25	10.00
ILONA: Wine red.	1.00	1.50	2.25	4.25	8.00
KING HENRY: NEW! Rich violet blue with attractive small yellow eye.	1.00	1.75	3.25	6.25	12.00
LUTEA SPLENDENSE: Golden yellow.	.50	.80	1.50	2.75	5.00
PAPILIO DEEP VIOLET: Real violet.	.50	.80	1.50	2.75	5.00
PAPILIO LIGHT BLUE: White center.	.50	.80	1.50	2.75	5.00
PUCK: Top purple bottom yellow.	.75	1.40	2.50	4.75	9.00
PRIMROSE DAME: Light primrose.	.75	1.25	2.25	4.25	8.00
PRIMROSE PERFECTION: Deep primrose.	1.00	1.50	2.75	5.25	10.00
IMPROVED SCOTCH BEDDING: The newest bedding hybrids of many colors. Large.	.50	.80	1.50	2.75	5.00
WHITE PERFECTION: Large white.	.50	.80	1.50	2.75	5.00

BEGONIA SEEDS

Semperflorens — Fibrous Rooted

These are an American stock grown to the highest perfection by a famous California specialist. They are ALL varieties of the highest value to the florist and will be found most valuable for pot growing for the holiday trade. In recent years they have also been popular as bedding and border plants.

SEE NEXT COLUMN FOR BEGONIA PRICE LIST.

Begonia Seeds Continued

VARIETY Price per Packet

TALL TYPES

This class grows from 12 to 14 inches high. They are free and continuous flowering with the plant practically covered with 2 to $2\frac{1}{2}$ inch florets in huge clusters.

CHRISTMAS CHEER: Brilliant cherry crimson, bronze foliage.	\$1.00
CHRISTMAS PINK: Identical to above except a brilliant pink in color.	1.00
MASTERPIECE: One of the largest flowered clear pinks. Foliage green.	1.00
ZAHRINGER: Green foliage. Large flowers of flesh pink edged deep rose.	1.00
CORAL PRIZE: Foliage bright green edged bronze. Large coral-rose flower.	1.00
ILE de FRANCE: Light green foliage with very large snow white flowers.	1.00
ESSEN: Bright bronze foliage. Large scarlet-red flowers.	1.00

GRACILIS TYPES — DWARF

These are easily distinguished from the above group. Plants are only 6 to 10 inches high and grow in a perfect globe form. The flowers are smaller but literally cover the plants. Ideal for pots.

APPLEBLOSSOM: A superb dwarf plant habit of perfect form. Foliage is light green and plants continuously covered with flowers of apple blossom	1.50
LUMINOSA: Rich deep scarlet. Foliage reddish dark bronze. 10 inches high.	1.00
LUMINOSA COMPACTA: Identical to above but only 6 to 8 inches high.	1.50
CARMEN: Compact with greenish bronze foliage. Clear rose pink flowers.	1.00
INDIAN MAID: Reddish dark bronze foliage and bright scarlet flowers.	1.00
Any three \$1.00 packets for \$2.75; or any six \$1.00 packets for \$5.00	

Greenhouse Forcing Strain SNAPDRAGON SEEDS

Following our policy of many years standing we offer again this season a very fine selection of these in a trade packet of uniform price. Quantities in each packet should be adequate to produce from 750 to 1,000 plants per packet.

Uniform Prices On All Varieties

1 packet	\$.75	5 packets	\$3.00
3 packets	\$2.00	10 packets	\$5.50

Special Florist Assortments

For the smaller grower who uses only a small quantity of several varieties we supply what we term Special or Quarter packets. Five of these contain about the same quantity of seeds as one standard trade packet as offered above. NOT LESS THAN FOUR OF THESE SMALLER PACKETS WILL BE SOLD in an order but you may order as many as you wish.

PRICE OF THESE SPECIAL PACKETS IS 25 CENTS EACH

VARIETY	Price per Tr. Pkt	$\frac{1}{16}$ oz.
AFTERRGLOW: Most popular early bronze.	\$.75	\$1.50
BERTHA BAUR: Fine orchid lavender.	.75	1.50
CAPTOR: A fine newer white.	.75	3.00
CELESTIAL: An excellent bright yellow.	.75	3.00
CEYLON COURT—Standard: Early canary yellow.	.75	1.50
CEYLON COURT—Dark: Darker yellow than the Standard.	.75	1.50
CHEVIOT MAID: A fine early pink. Widely used.	.75	1.50
CHEVIOT MAID SUPREME: Darker pink, more popular.	.75	2.00
CHEVIOT MAID WHITE: An excellent commercial white.	.75	2.00
CHEVIOT MAID YELLOW: Very popular early yellow.	.75	2.00
CHRISTMAS CHEER: A grand early rose pink.	.75	4.00
COATES' YELLOW PERFECTION: A fine midseason yellow.	.75	1.50
DAYBREAK: Vigorous Briarcliffe Rose pink. Very good.	.75	3.00
ETHEL: NEW. Large, bright golden yellow. Fairly early.	.75	3.00
GLORIOUS: NEW. Reddish copper, yellow lip. Early and popular.	.75	4.00
GOLDEN PINK QUEEN: Color as named. Old timer but liked.	.75	1.50
GOLDEN ROD: A late flowering golden yellow. Good.	.75	4.00
HARROLD'S RED IMPROVED: Deep wine red. Fairly early.	.75	2.00
JENNIE SCHNEIDER: Color of the Columbia Rose. Fine pink.	.75	1.50
JUDD'S EARLY DARK PINK: Very good and quite early.	.75	4.00
KIRKWOOD BEAUTY: A very attractive glowing bronze.	.75	3.00
KIRKWOOD BRONZE: NEW. Very fine orange buff. Early.	.75	4.00
KLONDIKE SUPREME: Late flowering deep yellow of quality.	.75	4.00
LA FRANCE: (Windmiller) Ruffled satiny pink. Outstanding.	.75	4.00
LAURA: Early deep rose. Not very tall.	.75	1.50
LAURENE HARROLD: Pink and gold in sunset tints.	.75	1.50
LAVENDER ROSE: (Rockwood) Good lavender, rose blend.	.75	4.00
LUCKY STRIKE: Fine and very popular pure white.	.75	1.50
MISS WOOSTER: NEW. Early dark bronze. Medium late.	.75	4.00
NEW CINCINNATI: A very fine light rose.	.75	3.00
NEW DAWN: Fine quality golden orange.	.75	3.00
NEW DEAL: Very early golden bronze. Quite usable.	.75	3.00
OLSEN'S EARLY YELLOW: A fine deep yellow.	.75	4.00
ORLANDO: Medium early bronze. Quite short.	.75	1.50
ROMAN GOLD: Gold shaded apricot rose. Fairly early.	.75	1.50
ROSE ORANGE: A new, finely colored early one.	.75	4.00
ROSE QUEEN: (Witterstaetter) A grand deep rose.	.75	2.00
SNOW WHITE: (Windmiller) Late white. Easter and M. D.	.75	4.00
SONNY: Very nice light pink.	.75	2.00
SUNBURST IMPROVED: Color of the Sunburst Rose. Nice.	.75	2.00
SUN TAN: Extra early orange tan. One of the most popular.	.75	1.50
TALISMAN: Double bronze. A fancy retail flower.	.75	4.00
TERRY'S SURPRISE: Rich orange shading to rose. A good color.	.75	2.00
VELVET BEAUTY: Rich American Beauty crimson. Very useful.	.75	2.00
VELVET SUPREME: NEW. Rich velvety scarlet-crimson. Warm.	.75	4.00
WELCOME: Brilliant crimson, dark foliage.	.75	1.50
WESTOVER FRINGED WHITE: Fairly early fringed white.	.75	2.00
WHITE ROCK: One of the first forcers and still good.	.75	1.50
WHITE WONDER: Possibly the best early pure white.	.75	3.00
WINTER HELEN: Attractive salmon buff. Early and good.	.75	2.00
WINTER KING: Fine, free flowering pink.	.75	2.00
FLORIST BLEND: Best cut flower formula.	.75	1.50

FINE CINERARIA SEEDS CALIFORNIA SUPER - GIANTS

Howard & Smith's

An outstanding strain of Cineraria hybrida grandiflora nana which produces free flowering plants 12 to 16 inches high. The huge flowers measure from 4 to 6 inches across, with single petals 1 to $1\frac{1}{2}$ inches wide. The most outstanding thing about this plant is its basal branching habit and the huge flowers which are in the form of large flat topped clusters. Colors are especially brilliant.

COLORS

Originator's seeds only.

BLUE SHADES — Sky blue to ultra-marine, some white zoned.

CRIMSON and CARMINE SHADES — Very bright and rich.

SALMON SHADES — Delicate tints from light salmon to pink.

NEW ZONAL TYPES — (Novelty) Beautifully zoned and bi-colored.

PURE WHITE — NEW. From 60 to 70% are true snow white.

SUPERE BLEND — All the above shades with many others.

SEED PRICES: Trade packet — about 500 seeds \$1.00; 3 packets for \$2.50

OTHER VALUABLE CINERARIA

VARIETY	Price per 1,000 seeds	$\frac{1}{4}$ -oz.	$\frac{1}{8}$ -oz.
GRANDIFLORA — Semi-dwarf: Finest mixed.	\$1.00	\$2.00	\$7.00
MULTIFLORA Nana Hybrida: Fine mixed.	1.00	2.00	7.00
BERLIN MARKET: (Potsdam or Weissensee) Rich colors.	1.00	2.00	7.00
CRAMER PRIZE: Reselected. A fine blend.	1.00	2.00	7.00
SITER'S RAINBOW MIXTURE — A very excellent type.	1.50	2.50	8.00

DELPHINIUM SEEDS

PACIFIC GIANT

Since their introduction it has seemed that it was simply impossible to obtain enough of these seeds to meet the early demand. Word has just come that again this year the early harvest will not be large so best order your requirements early to avoid disappointment. New crop seeds should arrive in late June or by early July. A TIP: Try chilling your Delphinium seeds in a refrigerator for 24 hours before planting. You'll find it improves germination substantially.

BLACK KNIGHT — Dark colors of velvety texture.

BLUE JAY — A true intense blue.

CAMELIARD — Pure lavender.

GALAHAD — The finest pure white Delphinium available.

ROUND TABLE — A mixture of selected colors.

GUINEVERE — Light pink-lavender. Very dainty.

KING ARTHUR — Royal violet with white bee.

LANCELOT — Pure lilac with white bee.

SUMMER SKIES — Clear light blue.

 $\frac{1}{16}$ -oz., \$1.25; $\frac{1}{8}$ -oz., \$2.25; $\frac{1}{4}$ -oz., \$3.75; $\frac{1}{2}$ -oz., \$7.25; 1-oz., \$14.00

LAVENDER SHADES — Ranging from clear lavender to lilac.

LAVENDER PASTEL SHADES — Light to deep smoky lavender.

DARK VIOLET SHADES — Velvety violet with black bee.

LIGHT VIOLET — Light and medium violet.

LIGHT BLUE SHADES — Light to medium blue.

MEDIUM BLUE SHADES — Light and dark blue mostly medium.

DARK BLUE SHADES — Fine range in the darker blues.

PACIFIC GIANT MIXED — All the last group in a grand mixture.

 $\frac{1}{16}$ -oz., \$1.00; $\frac{1}{8}$ -oz., \$2.00; $\frac{1}{4}$ -oz., \$3.25; $\frac{1}{2}$ -oz., \$6.25; 1-oz., \$12.00

PRIMULA MALACOIDES

An excellent new strain having strong robust plant habit. Extremely large, well formed flowers produced in abundance on heavy stems. A pot plant subject of great value in these times of restricted selection.

DOUBLE FAIRY JEWELS: Rich rose pink. Highly recommended.	\$1.50 per pkt.
DOUBLE TWINKLES: (NEW) Soft flesh pink	1.50 per pkt.
SINGLE ENCHANTRESS: Soft salmon rose. Very attractive.	1.50 per pkt.
SINGLE LAVENDER GLORY: Soft mauve. Distinctive.	1.00 per pkt.
SINGLE SNOW-FLAKE: Pure white.	1.00 per pkt.
SINGLE SWEETHEART: (NEW) Distinctive bi-color. Salmon pink bordered with white softly flushed pink.	1.50 per pkt.
SINGLE MIXTURE: Including many new shades.	1.00 per pkt.

PRIMULA OBCONICA

This fine group of Primula Obconica comes to us from a famous American specialist. We supplied it last year for the first time after careful observation of the quality and there has been nothing but praise from our customers on its performance. Because of labor shortage the grower has discontinued packeting so the same seeds will come this year in Harrold packets backed by our usual germination testing and registry procedure. Another safeguard of the best seeds obtainable.

PRIMULA OBCONICA GIGANTEA: The largest flowered of the group with the florets often over $1\frac{1}{2}$ inches across.

VARIETY	Price per trade packet.
WYASTON WONDER: The largest of the group. Bright crimson with florets average $2\frac{1}{2}$ inches across in monstrous heads.	\$1.50
BLOOD RED: NEW. Introduced this year. A velvety blood-red that does not show a trace of blue at any stage of development. Very fine.	1.00
CRIMSON: Mohistain type. A well known sort that is widely used.	1.00
SCARLET: Fassbender type.	1.00
ROSE: Fassbender type.	1.00
PURPLE: Fassbender type.	1.00
BLUE: Fassbender type.	1.00
SPECTRUM MIXTURE: A mixture of all colors, including many hybrid types, shades and colors not yet sufficiently fixed to be offered as named varieties. Highly recommended for the smaller retailer.	1.00

Primula Obconica Grandiflora

A group having somewhat smaller flowers. Very free flowering and a most desirable pot plant group.

VARIETY	Price per trade packet.
LAVENDER: An excellent shade of much value.	\$1.00
ROSEA: (Muller's type) A fine rose.	1.00
APPLEBLOSSOM: Delicate soft pink.	1.00
WHITE: A very useful florist color.	1.00
MIXED: All the above shades with several others.	1.00
HALF PACKETS of the above three primula groups AT $\frac{1}{2}$ PRICE PLUS 10¢	

Cut Flower Stocks

DOUBLE GIANTS OF CALIFORNIA

We were among the first seedsmen to recognize the quality and value of these two groups of Stocks and to offer the originator's full line. We are more confident today that these will please you and be profitable.

These are an improvement over the Improved Bismarck or Giant Imperial strains with stronger plants and large flowers. When set close (4 to 6 inches each way) they produce but a single terminal spike equal to the Excelsior Column type. And if given more room they produce lateral bloom. The colors are quite distinctive

VARIETY	Price per $\frac{1}{8}$ -oz. $\frac{1}{4}$ -oz. $\frac{1}{2}$ -oz. 1-oz.
GOLDEN GATE: Rich yellow.	\$.50 \$1.00 \$1.90 \$3.50
MOJAVE: Royal purple.	.50 1.00 1.90 3.50
MONTEREY: Brilliant pink.	.50 1.00 1.90 3.50
PACIFIC: A very fine blue.	.50 1.00 1.90 3.50
REDWOODS: Best blood red.	.50 1.00 1.90 3.50
SANTA BARBARA: Excellent chamois.	.50 1.00 1.90 3.50
SANTA MARIA: Very fine pure white.	.50 1.00 1.90 3.50
SEQUOIA: Bright rose carmine.	.50 1.00 1.90 3.50
TAHOE: The most desirable shade of lavender.	.50 1.00 1.90 3.50
YOSEMITE: Deep clear rose.	.50 1.00 1.90 3.50
FANCY MIXED: All the above colors blended.	.45 .90 1.60 3.00

NOTE: We have discontinued the Improved Bismarck group because we have found this variety to be superior and of more value.

The New Early Colonial Type

This new race of Stocks is of great value to the florist who wants heavy production of prime flower spikes over a moderate period of time. Tall and exclusively branching, they produce no center spike but branch at the base; producing 8 to 10 spikes 30" long. They flower 2 weeks earlier than the perpetual branching types. Florets are double and 2" in diameter. Doubleness of the plants is about 70%. Highly recommended.

VARIETY	Price per $\frac{1}{8}$ -oz. $\frac{1}{4}$ -oz. $\frac{1}{2}$ -oz. 1-oz.
MAYFLOWER: Fine rose red.	\$.75 \$1.50 \$2.75 \$5.00
PRISCILLA: Silvery lavender.	.75 1.50 2.75 5.00
PURITAN: Glowing pure white.	.75 1.50 2.75 5.00
ROSE STANDISH: Bright rose.	.75 1.50 2.75 5.00
CUT FLOWER BLEND: All the above colors.	.75 1.50 2.75 5.00

SUPER - GIANT IMPERIAL

A giant race of the Imperial or Improved Bismarck type. Flowers are large and well spaced, on long spikes. Doubleness is excellent.

VARIETY	Price per $\frac{1}{8}$ -oz. $\frac{1}{4}$ -oz. $\frac{1}{2}$ -oz. 1-oz.
BLUSH PINK: Fine light pink a good florist type.	\$.60 \$1.20 \$2.30 \$4.50
CHAMOIS: NEW. True chamois coloring.	.60 1.20 2.30 4.50
DARK BLUE: An excellent color.	.60 1.20 2.30 4.50
FIERY RED: A really brilliant shade.	.60 1.20 2.30 4.50
ROSE CHARM: A beautiful, rich deep rose.	.60 1.20 2.30 4.50
ROSELIGHT: Glowing rose pink.	.60 1.20 2.30 4.50

Terms of Sale

PRICES — All prices are made on a basis of cash with order. No deviation will be made from this rule except where special credit arrangement and usual reference check has been made. SEEDS can be sent C. O. D. and will be so forwarded in all instances where the above rule is not met. Strictly cash with order on all shipments outside the U. S. A. PLANTS AND BULBS ARE NEVER sent on a C. O. D. basis. ALL prices quoted herein are subject to any change in market or business regulation which may become effective after date of publication.

REMITTANCE — May be by any of the usual commercial methods of transferring funds. The amount must be in United States money, collectable net, for the full amount of the order. WE WILL NOT accept postage stamps as any part of remittance. We use metered postage exclusively and stamps are a total loss.

TRANSPORTATION — SEEDS will be shipped by insured post, prepaid. Free Air Mail delivery may be had on seeds under conditions mentioned elsewhere in this list. PLANTS and BULBS are delivered in so far as our responsibility is concerned when accepted by the transportation agency at Grants Pass, Oregon. Thereafter all goods travel as the property of the purchaser. We recommend that all perishable material travel Railway Express and unless instructed differently this material will all be forwarded by that agency.

OUR RESPONSIBILITY — In view of the reasonable prices quoted herein and the varied conditions under which this stock will be grown after leaving our care, it is manifestly impossible for us to guarantee in any manner, descriptive or cultural, the crop resulting from the use of the material listed. Ordering from this list will definitely be construed as your acceptance of these terms as set forth and it is understood that in all cases our liability shall be limited to the actual purchase price paid for any material supplied.